



Bay Area Dog Training Referrals: *Classes and Private Instructors*

➔ **BEFORE YOU HIRE A TRAINER remember that...** ➔

The dog training industry is **NOT** regulated...

... not all dog trainers have accredited educations!

Some dog trainers use outdated &/or harmful methods to train dogs & their humans.

Find a trainer that does *not* have red flags!

In the long run, you and your dog will be grateful you did!

RED FLAGS:

If you spot these red flags on a trainer's website, do not hire them!

"Balanced Training"	Utilizes both rewards based and punishment-based methods. Punishment can result in behavioral fallout.
No accredited or updated education listed	Years of dog experience does not substitute for an education- having teeth won't make for a good dentist. Animal training is a science, science changes over time. It's important to keep it fresh!
Dominance/Alpha/Pack Leader	The theory that dogs need a strong, dominant alpha or leader has been debunked! We now know that this theory does not accurately reflect how dogs think and learn.
"Results guaranteed"	An animal's behavior cannot be guaranteed; behavior changes constantly due to multiple circumstances and influences.
Opposed to using food rewards	Dogs inherently don't know the difference between right or wrong. It's up to us to motivate them to do more of what we like. Food is the best/easiest way to communicate this!
Uses choke, prong, or shock collars	These collars do offer users fast results. Overtime though, negative associations begin to form. As a result, new and unwanted behaviors begin to show up. If it works, it hurts.

GREEN FLAGS:

If you spot these green flags, this could be a great trainer to hire!

Science based, force free, and/or positive reinforcement	If the dog guesses correctly they are rewarded, if the dog guesses incorrectly the trainer manages the environment and reevaluates to set the dog up for success.
Accredited and updated education listed	They have received certifications from specific, nationally recognized dog training courses that are aligned with industry standards. Like a doctor, they have earned the letters behind their name.
Training at the dog's pace	They believe that when learning something new, everyone is better off when they start with foundational information that can then be built upon. The same goes for dogs! This sets dogs up for success!
Teaching the behaviors you <i>want</i> instead of punishing what you <i>don't</i> want	Fun fact: Dog can't conceptualize "right" and "wrong". Therefore, it is much more efficient and humane to focus on the behaviors we do like. Reinforcing behaviors we like increases the rate in which they reoccur.
Utilizes treats, food, toys, play, and the environment to motivate and reward	Since dogs are sentient beings, we can't expect them to do everything we ask of them just because we want them to. Utilizing rewards that motivate the dog is how they will learn best & maintain their bond with you.
Can access the dog's emotional state by observing their body language	They understand that when a dog is stressed or anxious is going to have a harder time learning. They are able to guide dog owners on strategies to diffuse and/or counter condition negative feelings.

PLEASE NOTE...

- The SFACC subscribes to only positive reinforcement-based training methods. All of the trainers listed below do as well.
- The SFACC does not provide post adoption consultations as part of its services.

TRAINING REFERRAL LIST:

****THIS TRAINING FACILITY OFFERS PUPPY SOCIALS****

Trainer / Company	Website / Email	Contact	Area(s) Served	Class	Private
Malena DeMartini	www.malenademartini.com (SEP ANX only)	Via website	ALL AREAS		X
Jennifer Malawey	www.jennifermalawey.com (SEP ANX and other)	Via website	SF	X	X
A Canine Affinity	www.acanineaffinity.com (SEP ANX only)	Via website	South Bay	X	X
In Tune Dog Training	www.intunedogtraining.com (SEP ANX and other)	nancy@InTuneDogTraining.com	South Bay	X	X
A Good Dog Day	haveagooddogday.com	707.979.2344	North Bay		X
Dog Training Internship Academy	www.dtiasf.com	415.319.2620	Bay Area		X
Sirius Dog Training	www.siriuspup.com	800.419.8748 admin@siriuspup.com	All of the Bay Area	X	
The Best Behavior Company	www.thebestbehaviorcompany.com	Via website	Bay Area	X	X
Berkeley Humane Society	https://berkeleyhumane.org/train-the-bay/	(510) 845-7735 x215 Behavior Advice Line	East Bay	X	
Bravo! Pup**	www.bravopup.com	510.621.3630	East Bay	X	X
Dog Evolve	www.dogevolve.com	info@dogEvolve.com	East Bay		X
East Bay SPCA	www.eastbayspca.org	510.563.4601	East Bay	X	X
Paws 4 Learning	www.paws4learning.com	510.209.9122	East Bay	X	X
Tony La Russa's ARF**	www.arflife.org	925.256.1273	East Bay	X	X
Holden K9	https://www.holdenk9.com	holden@holdenk9.com	East Bay & SF		X
Stay n' Touch Dog Training	https://www.stayntouchdogtraining.com/	(510) 306-1689	East Bay	X	X
Mighty Mutts	https://www.mightymuttsdogtraining.com/about	510.520.4044	East Bay		X
Vallejo Dog Training Club	www.vallejodogtraining.org	707.567.7027 vdtctrainers@gmail.com	North Bay	X	X
Gimme.Paw	https://www.gimmepawtraining.com/	gimme.paw.training@gmail.com	South Bay, East Bay, SF	X	X
Dogs Life Petaluma	www.dogslifepetaluma.com	707.773.3647	North Bay	X	X
Humane Society of Sonoma County	www.humanesocietysoco.org	Via website	North Bay	X	
Marin Humane	www.marinhumane.org	Via website	North Bay	X	X
Unleashed Dog Training	www.unleasheddogtraining.com	707.763.9882	North Bay	X	X

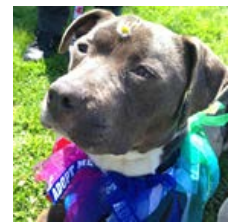
Trainer/Company	Website/Email	Contact	Area (s) Served	Class	Private
Leaps & Hounds Dog Training	www.leapsandhounds.com	415.218.3480 leapsandhounds@yahoo.com	North Bay		X
Sierra Dogs	www.sierra-dogs.com	530.503.5183	Sacramento	X	X
Understanding Dog Training	www.understandingdogtraining.com	Via website	Sacramento		X
Dogkind Training	www.dogkindtraining.com (Offers in person and online options)	Via website	Sacramento, East Bay	X	X
Bingo! Dog Training	www.bingodogtraining.com (Offers positive reinforcement board & train)	831.768.9308	Santa Cruz	X	
Clear Mind Canine	www.clearmindcanine.com	831.508.5008	Santa Cruz	X	X
Living with Dogs	www.livingwithdogs.us (Offers in-person & online classes)	Via website	Santa Cruz	X	
Bright Lights Dog Training	www.brightlightsdogtraining.com	415.706.4401	SF	X	X
City Pups SF	www.citypupssf.com	415.446.8726	SF		X
Contemporary Canine	michelle@contemporarycaninetraining.com	415.294.0247	SF	X	X
Doggie Do Right Dog Training	www.doggie-do-right.com	415.786.9157	SF		X
Dogma SF	www.dogmasocialclub.tripod.com	415.728.4285	SF	X	X
Empawthy	www.empawthy.com	Via website	SF		X
Filson Dog School	www.filsondogschool.com	415.307.5940	SF		X
Go Ask Alice Dog Training	lockealice@yahoo.com	415.819.3029	SF		X
Joan 4 Pets	www.joan4pets.com	415.441.5785	SF		X
Modern Hound	www.modernhoundsf.com	415.562.7196	SF		X
Oh Behave! Dog Training	lisa.anne.m@gmail.com	415.846.8111	SF		X
On Cue K9 Training	gibsongirl48@gmail.com	415.305.1630	SF		X
Recess With Steph	www.recesswithsteph.com	415.269.8345	SF	X	X
Ruff Riders K9 Adventures	www.ruffridersk9.com	415.225.4481	SF		X
SF Puppy Prep**	www.sfpuppyprep.com	415.618.0828	SF	X	X
SF/SPCA	www.sfspca.org	415.522.3509	SF		X
Sit Stay SF	www.sitstaysf.com	347.248.9497	SF		X
Smarty Pup!**	www.smartypup.com		SF	X	
Star Dog	www.stardogsf.com	415.513.2405	SF		X
The Pacific Pup	www.pacificpup.com	415.889.9853	SF		X
Top Dog SF	www.topdogsf.com	628.207.7555	SF		X
Wag Along SF	www.wagalongsf.com	415.416.7970	SF		X

Trainer/Company	Website/Email	Contact	Area (s) Served	Class	Private
Fearless Fido	www.fearlessfido.com	650.787.7324	SF		X
Prime Paw	http://www.primepaw.com	415.823.8096	SF	X	X
Go Fetch Dog Training	www.gofetchdogtraining.com	415.710.6289	SF, South Bay	X	X
South Bay Dog Training**	https://www.southbaydog.training/	408-429-8132	South Bay	X	X
Adobe Dogs	www.adobedogs.org	molly@adobedogs.com	South Bay	X	X
Canine Higher Learning	www.caninehigherlearning.com	caninehigherlearning@gmail.com	South Bay	X	X
Downtown Dogs	www.downtowndogs.com	408.287.2267	South Bay	X	
Fetch Sam!	fetchsam.com	info@fetchsam.com	South Bay	X	
Happy Tails To You	www.happytailstoyoudogtraining.com	408.267.7606 info@happytailstoyoudogtraining.com	South Bay	X	X
Humane Society Silicon Valley**	www.hssv.org	408.262.2133	South Bay	X	
Just Rewards	www.justrewardsk9.com	650.302.1862 wendy@justrewardsk9.com	South Bay	X	X
Peninsula Humane Society**	www.phs-sPCA.org	650.340.7022 ext. 667	South Bay	X	X
Stacey's Wag N' Train	www.wagntrain.com	stacy@wagntrain.com	South Bay		X
Zoom Room**	www.zoomroom.com	via website	South Bay	X	

Dog Training is unregulated. Be a smart consumer. Ask:

“What exactly will happen to my dog when she gets it right? What exactly will happen when she gets it wrong? Are there any less invasive alternatives you suggest?”

If you don't get clear, concrete answers, or are at all uncomfortable, keep shopping.



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